

**GUDLAVALLERU ENGINEERING COLLEGE**  
(An Autonomous Institute with Permanent Affiliation to JNTUK,Kakinada)  
**SESHADRI RAO KNOWLEDGE VILLAGE:: GUDLAVALLERU**

**DEPARTEMENT OF INFORMATION TECHNOLOGY**

Dt : 25.02.2020

Ref: GEC/IT/FDP/SDP/2019-2020/

From  
Sri I.Lakshmi Narayana  
Assistant Professor, Coordinator - SDP  
Department of IT  
Gudlavalleru Engineering College  
Gudlavalleru-521 356

To  
Sri Y.K.Viswanadham  
Associate Professor, Coordinator - SAINT  
Department of IT  
Gudlavalleru Engineering College  
Gudlavalleru-521 356

Dear Sir,

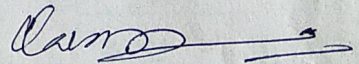
**Sub : Request for sanction of amount towards the Travelling allowance for the resource person of the Student Development Program – Reg.**

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The Department of Information Technology would like to conduct Student Development Program on "Salesforce Essentials" for III B.Tech IT students during 27<sup>th</sup> – 29<sup>th</sup> February 2020 in association with **Students Association of Information Technology (SAINT)**. So I request you to sanction an amount of **Rs. 2000/-**(Rupees two thousand only) for paying travelling allowance to the resource person.

Thanking You,

Yours faithfully,



(I.LAKSHMI NARAYANA)







A Three Day Workshop on Salesforce  
Essentials



By  
**Mr. Mahesh Dhara**  
Technical Lead, ForecastEra  
Hyderabad

Adapted from  
Salesforce.com





A Three Day Workshop on Salesforce  
Essentials



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Adaptive Work  
Salesforce.com







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Hyderabad

Activate Windows  
Go to Settings to activate Windows.



ELW

**PROGRAM REPORT**

**Name of the Program** : A two day SDP on "Sales Force Essentials"  
**Dates** : 27-02-2020 to 29-02-2020  
**Details of the Resource Person** : Mr.D.Mahesh, Technical Lead, ForecastEra

**Objective of the Program:**

- Sales force Essentials lets you see all of your customer information in one place. Sell smarter and faster with built-in intelligence, and provide personalized service to every customer.
- We make cloud-based software designed to help businesses connect to their customers in a whole new way, so they can find more prospects, close more deals, and wow customers with amazing service.

**Outcomes of the Program:**

- Sales force Essentials lets you see all of your customer information in one place. Sell smarter and faster with built-in intelligence, and provide personalized service to every customer.

**No. of Participants** : 30

**Concluding Remarks**

Sales force has been growing tremendously its employees, customers, offices throughout the world by providing innovative and best ideas/solutions to solve present generation business problems.

  
**Coordinator**

  
**HoD, IT**